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New U.P. director, 12-10:61
Barton, William S., "plays dumb" to get science news, 12-17:63
Barton's Bonbonniere, doubles size with ads' help, 9-24:24
Bates, Robert S., to be PNPA's youngest prexy, 12-31:37
Batte, P.H., quits state board, 9-17:20
Battelle, Phyllis, men read if it's unmentionable, McMaster, 12-10:63
Batten, Harry A., Ayer "comeback" story gives credit to, Dragonetti, 10-1:28
Beal, Muriel A., slain in front office, 11-26:59
Beard, Robert L., to head Acme in Europe, 7-23:35
Beatrice (Neb.) Times, salute to 49ers, 8-20:39
Beauticians protest AP article, 9-24:45
Beaver, Clayton, moves to S.F. Call-Bulletin, 8-6:34
Beet sugar industry forms ad association, 7-2:23
Beeworth, Gordon H., named promoter by Beckley papers, 12-17:55

Bell, Elliott V., to McGraw Hill, 12-17:68
Belt, J. Irving, retires from Washington T-H, 12-3:13
Berkson, Seymour, goes calling with note pad in hand, Walker, 11-19:23
Bermuda:
Bars U.S. comics to save dollars, 11-26:53
Devaluation hits papers; rates increase, 11-26:45
Lifts ban on comics, 12-3:40
Press stands by guns in hurricane, 10-1:10
Berry, George L., union group files claim on estate, 10-8:54
Berry, Lionel, on cross-U.S. tour, 9-24:24
Berryman, Clifford K., estate valued, 12-31:52
Better Business Bureaus:
Clear ad references to U.S. advised by, 10-1:26
Cold drug ad claims studied, Rovner, 12-24:10
Revises retail ad guide, 11-26:55
Betts, George G., takes UN job, 11-29:36
Bicycle Derby:
Date set, 8-27:11
Denver boy wins scholarship, 9-3:8
Biggers, George C., sprinkles Atlanta Journal's Dixie dew, Morehouse, 7-23:29
Bill of rights (editorial), 12-17:36
Binder, Carroll, tells status of UN press body, 7-23:18
Binghamton (N.Y.) Press, Sunday edition, 9-17:12
Birmingham (Ala.) News:
Dividend declared, 10-29:18
Grid section, 12-17:56
Sponsors ad clinic, 12-3:61
Bismarck (N.D.) Tribune printers get raise, 8-13:28
Blaine, Anita McCormick, gets byline, 9-24:64
Blakely, Merle, heads Tulsa Press Club, 12-17:9
Blatchford Company, E.W., to move, 12-17:10
Bloomer, Howard, heads Virginia Press Association, 7-23:7
Blue Cross plan, publisher to pay fees, 11-12:68
Blumenshine, Del, handicaps overcome, Fishwild, 9-24:26
Boettinger, Anna Roosevelt, divorce, 8-6:28
Boettinger, John, joins firm on Netherlands PR, 7-2:34
Bolton, Whitney, signs with McNaught, McMaster, 9-10:42
Bonwit Teller ads sell fashion, Brandenburg, 9-10:8
Books in review, Ellard:
Adventures in advertising, Young, 7-16:42
Advertising and editorial layout, Price, 11-12:54
American punctuation, Summey, 9-24:46
American slogans, Sanners, 7-16:42
Command of words, Smith, 10-29:48
Contemporary journalism, Drewry, 12-3:50
Copyrights and trade-marks, Jones, 10-8:52
Dateline: Washington, Phillips, ed., 11-26:56
Dictionary of humorous quotations, Esar, ed., 8-6:37
Editorial cartooning, Spencer, 7-23:24

Books in review, Ellard: *(cont'd.)*
European press today, Kroulid, 10-15:46
Four centuries of fine printing, 8-27:46
Here's how in golf, Morrison, 8-13:35
Heywood Broun, Kramer, 12-24:16
How to increase daily newspaper circulation, Eisen, 9-17:54
How to write used car ads that bring more buyers, Wyckoff and Parish, 12-24:16
I wanted to write, Roberts, 8-13:35
In our image, Harte, 10-8:52
Indian press year book, Ayyar, Narashimhan, and Philip, eds., 11-12:54
Isaiah Thomas: Printer, patriot and philanthropist, Shipton, 9-17:54
Law of libel and slander, Thomas, 10-22:26
Lost peace in China, Moorad, 7-30:24
Magazines in the United States, Wood, 9-3:36
Magnificent MacInnes, Mead, 9-24:46
Manual of style, Chicago Univ. Press, 7-30:24
Mark my words, Opdycke, 7-23:24
Men who make your world, Overseas Press Club, 12-3:50
Modern feature writing, Reddick, 11-5:48
Modern reporter's handbook, Jones, 10-15:46
Negro Handbook 1949, Murray, ed., 7-2:38
News beat, Campbell and Jones, 10-29:48
Newsmen at work, Campbell and Wolseley, 9-10:34
Newspaper circulation - backbone of the industry, Davenport, 8-6:37
Newspaperwoman, Underwood, 7-2:38
1950 information please almanac, Kieran, ed., 12-17:52
100 books on advertising, 5th ed., Jones, 9-17:54
One hundred years of Hartford's Courant, Smith, 12-10:60
People don't know, Seldes, 12-31:42
Printing today, Tarr, 11-26:56
Public speaking without fear and trembling, Hanna, 12-31:42
Radio news writing, Brooks, 11-5:48
Study of literature, Daiches, 10-1:52
Treasury of great reporting, Snyder and Morris, eds., 11-19:44
27 masters of politics, Moley, 12-10:60
Way West, Guthrie, 10-22:26
Weekly newspaper make-up and typography, Barnhart, 8-20:34
Weekly newspaper writing and editing, Barnhart, 9-3:36
Word bank, Basecu, 8-6:37
Word power made easy, Lewis, 12-17:52
Words to live by, Nichols, ed., 8-27:46
Writing and selling feature articles, 2nd. ed., Patterson, 10-1:52
Year 1949, Ward, ed., 12-17:52
Booth Newspapers, Inc., opens N.Y. sales office, 12-17:22
Boston Gazette, site to be marked, 11-26:58
Boston Globe, school editors feted, 11-5:52
Boston Post, cane promotion still popular, Potter, 10-22:43
Boston Traveler has 80-page edition, 9-17:56
Bracken, James L., named M.E. on Spokane daily, 12-10:56
Bradford (Pa.) Journal now twice weekly, 12-10:68
Brand items:
Make youths drug store shoppers, 8-6:10
Students found brand-conscious, 7-30:36
Brand Names Foundation award to Newark food chain, 10-15:22
Brandt, Joseph A., heads UCLA Journalism School, 7-9:52
Brashears, Arthur, rejoins Ad Bureau, 7-16:40
Brewer, Basil, establishes retirement plan, 12-17:62
Bridge, Don, how ads sell potato crop, 10-1:18
Brink, Kurt R., ad executive on N.Y. Journal-American, 9-17:26
Bristol (Va.) Virginia-Tennessean:
Executives named, 9-3:28
New daily-Sunday, 10-22:6
Britain, see Great Britain
British Convention on Freedom of Information plan laid to scuttle, Willens, 9-24:12
British United Press, two new bureaus, 11-12:28
Brooklyn Eagle:
Career Forum, 10-29:43
Robinson, Jackie, life story published, 8-13:5
Sandlot classic, 8-6:24
Brooks, Cecil, gives British slant on U.S. comics, McMaster, 10-29:38
Broun, Memorial, Heywood, 12-17:57
Brown, Warren, managing editor in Atlantic City, 12-17:48
Browning, Norma Lee, reportorial valor, 8-6:7
Bruce, John, shifted to S.F. Chronicle editorial writing, 8-6:48
Brush, Helen, camera girl, Cameron, 9-3:32
Brush-Moore Newspapers:
Brush, Thomas S., elected to board, 12-31:12
Stock revision authorized, 12-10:68
Three-way partnership, Morehouse, 8-13:20
Bryan, David T., donates site for Richmond hospital, 10-1:49
Bryan (O.) Times on daily basis, 9-24:52
Buffalo Courier-Express devotes week to fashion event, 9-17:18
Buffalo Evening News:
Camp appeal, 12-3:46
Credited with halting "easy" divorces, 10-15:50
Gives lie to anti-A & P ad ban, 12-3:12
House organ 30 years old, 12-17:30
Marine Band plays for, 11-5:48
Promotes TV in 7 page ads, 10-8:28
Record 90-page edition, 10-29:10
Transit project, 11-19:57
Bundle-tying machine, 9-10:38
Bureau of Advertising, ANPA:
Acclaim 50 campaigns, Rovner, 9-10:5
Aid cited in recruiting gains, 7-9:51
Appliance guide prepared, 7-23:12
Board hears "At all-time peak," 10-15:7
Brashears, Arthur, rejoins, 7-16:40
Campaigns acclaimed by, Rovner, 9-10:5
Deane, Raymond B., Jr., joins, 9-17:46
Directors named, 7-23:44
Documents claim "All Business Is Local," Rovner, 11-12:16
Bureau of Advertising, ANPA: *(cont'd.)*
Fact-finding body changed, Brandenburg, 12-3:32
Fortune, Harrison G., joins staff, 10-22:40A
Furniture stores file issued, 9-3:10
Giesen, John, quits, Rovner, 12-24:4
Gives clues to September sellers, 7-16:12
Hooper, George E., appointed by, 11-5:48
Invites members' sales ideas, 12-10:16
Moore, Karl, directs Retail Division, Rovner, 12-24:4
Newspaper budgets data issued, 7-23:3
Newspapers join, 9-24:16, 12-24:12
Philadelphia industry heads hear story of, 10-1:16
Plans committee named, 7-23:22
Postel, R.R., named Detroit aide, 11-12:20
Presentation inspires media men, 10-8:18
Profit story heard in Detroit, 12-3:12
Soap sales analyzed, 7-30:45
Burke, Jackson, directs Linotype type development, 10-8:49
Burlington (Vt.) Daily News printers penalized on jobless benefits, 11-26:20
Burns, Arthur H.:
Joins Walter Scott staff, 8-6:20
Retires from Herald Tribune, 7-2:48
Burow, George E., promoted in Danville, 11-19:46
Business office meters keep check on presses, 12-17:32
Business page pictures given gag treatment, 7-2:26
Business there for those who want it, 7-16:12
Butler, William R., promoted, 9-3:27
Buxton, Philip W., most unusual interview, Dragonetti, 9-10:11
Byoir, Carl, claims sales power in institutional ad copy, Willens, 12-31:9
Cable rates, higher, 8-27:26
Cabot prize awards, 11-12:14
Winners decry press barriers, 11-19:18
Cahill, J. "Jack," heads representative firm, 8-13:24
Caldwell, Nat, to cover Clapp mission abroad, 9-10:60
Calfee, Don P., sole owner of Morristown Sun, 8-6:39
California Newspaperboy Foundation:
Film offered for Newspaperboy Day, 9-17:50
Newspaperboy story to public stressed, 10-22:10
Trophy for heroism awarded, 10-15:43
Camden (N.J.) Courier-Post:
Ballots back fight against self-service ban, 7-2:39
Stretch, Harold A., Sr., becomes sole owner, Dragonetti, 12-24:5
Camden (N.J.) Post dropped, 9-10:12
Canada:
Capital corps have wire outlets, 7-30:38
Imperial Press Conference, 7th, delegates named, 11-26:51
National Press Club formed, 7-9:41
Newspapers' fight flares in voting, Montagnes, 7-2:9
Producers say no price reduction, 7-23:6
Request free air for facsimile, Walker, 11-26:46

Canadian Linotype vice president named, 9-10:49
Canadian Press lauds AP, 10-15:24
Canham, Erwin D., closer ties to community urged, 10-22:40
Canton (Ohio) Repository claims contest win record, 7-23:10
Capital Times, Madison, Wis., votes union shop, 12-3:28
Capp, Al, answers criticism of exploitation, 8-27:10
Capper, Arthur, eighty-fourth birthday fete, 7-16:37
Carlisle, H.I., oats and cartoons grow on farm, Shane, 8-20:30
Carmichael, W.F., Sr., life of crime reporting makes him kids' pal, Martin, 12-3:28
Carol Festivals are popular, 12-24:6
Carpet industry plans local promotion, 12-10:61
Carriers, see Circulation, Carriers
Carroll, James V., leaves Houston Press, 9-3:44
Casey, Leo, runs campaign, 8-20:28
Casper (Wyo.) Morning Star:
  Mayoral choice wins election, 11-19:46
  To start as A.M. tabloid, 9-10:46
Celler bill tied up in Congress, 7-16:18
Censorship:
  Admirable, but- (editorial), 7-16:32
  Editors' own siege ribs Bogota censors, Malmont, 11-26:20
  Iowa (editorial), 10-1:32
  Our own "Iron Curtain" (editorial), 9-17:34
  "Some" of, laid to press, Dragonetti, 7-30:8
  State censors denied review of TV films, 10-29:6
  Tips disclose brawl "not for papers," 7-16:38
  What is? (editorial), 7-9:32
Census Bureau:
  Market data to be collected, 10-15:22
  Metropolitan area concept is changed, 10-29:10
  1950 census markets more than statistics, Irvin, 11-5:52
  Reports papers started in '37-'47, 9-17:55
  Seven kinds of data asked for advertisers, 12-10:8
Centralia (Ill.) Evening Sentinel scores high readership, 8-20:39
Chaplin, George, goes to New Orleans, 8-20:6
Charity begins often in newspaper offices, Irvin, 8-20:40
Charleston (W. Va.) Daily Mail Majorette Festival, 10-8:62
Chase, John, book about street names, 11-5:20
Chateaubriand, Assis, buys TV outfit for Brazil, 10-22:12
Chemco Photoproducts Co. opens Dallas office, 12-10:48
Chester (Pa.) Times:
  Increases picture coverage, 7-9:37
  Microfilm record, 7-16:60
Chicago Daily News:
  Crowds welcome Santa, 11-26:12
  Fashion edition, 9-17:55
  Feature woos "past 60" readers, Brandenburg, 11-12:34
  Reprisals seen for Egyptian "triangle" tale, 12-31:45
  Roto section large, 12-17:9
Chicago Defender, Home Service show, 10-15:18
Chicago Herald-American:
  Anti-vivisection drive brings libel suits, 7-30:52
Chicago Herald-American: *(cont'd.)*
  Food linage, 11-12:11
  Helps GIs get insurance money, 8-27:46
  Quarterback Club, 11-26:46
  Rewards police heroes, 9-3:37
  Tells how Mignon made death chair pic, 12-10:6
  Watt, J.R., named real estate editor, 10-15:44
Chicago Sun-Times:
  Breaks Arvey land deal, 12-17:58
  Career parley set for youth, 12-3:68
  Coverage device offered, 8-20:8
  Gore, Quentin, named Sunday editor, 11-19:46
  Harvest Moon Festival, 11-26:12
  Horse show, 8-20:40
  Square dance, 7-30:34
  Supports "Fair Play" bill, 7-23:12
Chicago Tribune:
  Ad record, 9-10:10
  Admen hold convention, 11-19:48
  Appliance news-sheet issued, 7-16:52
  Civilian award, 12-31:38
  Classified offices enlarged, 7-30:14
  Composing room enlarged, 11-12:46
  Cook book on press, 7-2:22
  Cooky recipes offered, 12-17:57
  Home exhibition planned, 7-30:47
  Home Festival set, 9-10:48
  Home section, 9-17:10
  Host to food editors, 9-24:49
  Larger body type, 10-15:64, 11-19:56
  Leads in 1-month linage, 12-31:52
  McCutcheon, John T., series, 10-1:11
  Music festival, 8-13:28, 8-27:32
  Outdoors show set, 11-5:64
  Prize money won by same pair, 12-24:27
  Series on quacks gets big response, 8-27:40
  Spelling simplified by, 7-9:10
  Sponsored radio listings planned, 7-23:38
  Staffers win Beck awards, 12-17:43
  Sunday edition, Back-to-school section, 8-13:43, 8-20:20
  Sunshine edition, 10-15:45
  Thirty years growth noted, 7-30:52
  Tops 10-month linage list, 12-3:60
  Veysey, Arthur, heads London staff, 8-13:18
  Wins move in libel case, 10-8:64
Chilcote, Merrill, named M.E. in St. Joseph, 7-16:38
China:
  Central News Agency shuts offices, 7-16:44
  Greece and (editorial), 7-23:34
  New "Iron Curtain" (editorial), 11-5:38
  Shanghai, hope for resuming daily is dim, 8-20:22
  Shanghai Reds:
    Delay, censor news stories, 7-16:11
    Silence press in new order, 10-22:40A
Christian Science Monitor temperance talks, 12-24:40
Cina, Tony, foreman at Prescott plant, 8-13:54
Cincinnati Enquirer, installs Goss press, 9-24:54
Cincinnati Times-Star:
  Backs Allen and Taft, 11-5:12
  One dollar a copy for charity, 7-30:48
Circulation:
  Calls for effort, 12-31:8
  Carriers:
    Boy welfare publicity advised, 7-2:34
Circulation: *(cont'd.)*
  Carriers: *(cont'd.)*
    California boys study government, 7-30:42
    Chief defense on, 8-6:34
    "Good Deed" award set for N.Y. State, Brandenburg, 11-26:47
    Hero's story belated, 7-16:51
    Los Angeles Examiner on sight-seeing, 8-6:34
    Make headlines themselves, 10-8:59
    Newspaper boys (editorial), 7-30:28
    Rabbi urges welfare funds for, 9-10:52
    Rural party in Rochester, 7-16:28
    Subscribers pen letters about, 8-13:38
    Take census and sell classified ads, 10-15:43
    "Week" programs put emphasis on, 10-15:10
  Chicago News feature woos "past 60" readers, Brandenburg, 11-12:34
  CMs need to know production better, Brandenburg, 12-3:46
  Circulators urged to seek net paid, Brandenburg, 12-10:41
  Competition keen in California sector, 11-12:32
  Dailies seen in strong position for 1950, Brandenburg, 12-31:36
  Dunsker, Shiel, on newsboy training, Brandenburg, 7-9:28
  Economy ideas told by J.L. Parker, Brandenburg, 12-17:50
  Exact delivery data eases RFD problem, 10-8:54
  Factors told by Davenport, 8-13:38
  Factory honor vendors boost newspaper sales, Brandenburg, 8-20:36
  Five cents isn't limit, Knox, 10-15:42
  Good features called base of, 10-1:44
  Good neighbor feature gains, 9-10:47
  Keystone for good team play, Brandenburg, 9-10:48
  "Localized" features fight Saturday slump, 12-24:36
  Los Angeles dailies battle for, Watson, 7-16:26
  Mail business drops, circulation up in Texas, 10-22:40A
  Personnel front practices surveyed, 7-30:18
  PMs lead in gains, Brandenburg, 12-31:3; (editorial), 12-31:30
  Press must prosper to fight communism, 10-29:44
  Radio can help build daily's, Brandenburg, 11-19:54
  Stickers "spotlight" suburban area news, Brandenburg, 8-27:42
  Survey report limns typical circulator, McCaffery, 11-5:32
  Trends in, E & P - ABC survey, 12-31:3
  TV has little effect on, 10-15:13
  TV hasn't affected newspaper sale, 9-24:50
  Waco Times-Herald delivery speeded by plane-drop, 7-23:30
City room drama, Ross, 7-16:9
Clague, Stanley R.:
  Favors ABC circulation clinic, 12-31:41
  Named to ABC board, 12-10:6
Clark, J. Stanley, Buffalo IPI manager, 10-8:43
Classified:
  American Weekly takes, 7-16:12
  Carriers sell, 10-15:43
  Citation for want ad, 12-31:56
  Clinic weighs ideas to build, 10-1:12
  Color page brings premium, 8-27:9

Classified: *(cont'd.)*
Gain steadily for 51 months, 8-27:18
Grocers use market basket in, 10-22:40
Leaders, 12-31:4
Linage guessing game interests users, 12-31:26
Los Angeles Times record, 10-15:29
Makes news, 8-13:10
Open more effective than blind ads, 11-12:12
Outlook for, 12-31:4
Units two after 32 years, 11-12:22
Up 300% since '35 in PNPA group, 10-29:24
Used car:
Linage zooms in dealer- help plan, Dragonetti, 12-17:7
Men favor, 9-17:57
Video classification boosts agate linage, 11-5:60
Want ads level off in 1949, Brandenburg, 12-31:4
Western States Conference, 8-27:14
Cleary, Jon, to New York, 7-30:9
Cleveland, Chester W., resigns as Sigma Chi editor, 10-8:55
Cleveland Community Chest Fund publicity effective, 12-17:56
Cleveland Plain Dealer:
Daily strike clock, 10-29:52
Editorial page positions filled on, 12-3:61
Cleveland (O.) Press Christmas Carnival, 12-10:16
Clifford, John D., heads Daily League in Wisconsin, 12-3:11
Cline, John H., promoted by Washington Star, 7-30:48
Cobb, Beatrice, in Europe, 8-20:32
Coca-Cola slogan once "Good to Last Drop," 11-12:13
Coe, Charles Francis, wins "Freedoms" editorial prize, 11-26:30
Coffee:
Industry urged to promote locally, 12-31:48
Prices, news stories blamed for, 12-10:57
Cold remedies:
BBB, government study ad claims, Rovner, 12-24:10
Bristol-Myers, Grove launch, 11-26:16
Drives promise hot contest, 11-5:16
Coleman, Thomas B., to agency, 9-10:12
Coleson, Robert C., named by Ad Council, 12-24:12
Collins, John M., gets farm award, 7-16:56
Collmar Corporation buys Cooksey System, 9-10:41
Colonial Printing Office in Williamsburg, Va., 12-10:44
Color:
Classified page brings premium, 8-27:9
Contest promotes newspaper, 7-30:45
Copy gives big push, 8-20:16
Guide, new, 7-9:46
Process experiments at ANPA lab, 9-3:8
ROP in daily, description, Snethen, 9-10:37
Splash makes adman wish for more, 8-13:16
Standard ad, plea for rules, Turnbell, 12-31:35
Colorado Springs Gazette Telegram attack on evangelist stirs word war, 12-31:33
Columbia University:
American Press Institute, see American Press Institute
Awards Cabot prizes, 11-12:14
Treasury's show at 11-29:40
Columbus (Ind.) Evening Republican self-help spirit wins praise, 11-5:62
Columnists:
Bolton, Whitney, signs with McNaught, McMaster, 9-10:42
Dawson, Sam, stitch and study club, Willens, 8-20:23
Llewellyn, Louise, solves problems, Law, 7-16:45
Pegler, brands ITU undemocratic, 7-9:13
Ruark, Robert C., starts 4th year as human guinea pig, McMaster, 7-30:32
Sheen, Msgr. Fulton J., signs as weekly, McMaster, 7-23:38
Stahlman, James G., wins Legion Award, 10-29:8
Warren, Forrest, last column pleads for cancer fund, 7-9:8
Weitzel, Anthony, moves column to Chicago, 9-24:52
Wilson, Earl, boosts B.W.'s home town, 7-9:38
Comics, see Syndicates
Commerce Department, U.S.:
Advisory group named, 12-17:16
Calls for more advertising, 8-20:3
Chairman chosen by advisory group, 12-31:52
Communism:
Japan's editors expose, Imboden, 8-6:8
Rules (editorial), 12-31:30
Congress, U.S.:
Post Office views stalemated, 7-30:40
Senate group to probe A & P ad practices, 12-10:61
Congress of Industrial Organizations, ad resents Guild "smear" in Harrisburg, 8-20:42
Congressional press gallery (editorial), 11-12:38
Connellsville (Pa.) Courier executives, 10-15:45
Conolly, Frank, explains why Onkite uses papers, Collings, 11-12:28
Contests:
AFA essay judges named, 8-6:22
Arkansas judges get awards, 10-22:43
Car name, boosts Runyon fund, 11-12:63
Conservation Queen new feature, 10-1:10
Editor & Publisher:
Photo, Collings, 12-10:28
Promotion:
(editorial), 12-17:36
Irvin, 12-24:40
Football:
Brings heavy mail, 12-3:30
Conditions defined, 10-22:11
Score, revived in N.Y., 9-24:58
Graflex, 9-24:26
"If I Were Editor," in Kansas, 11-26:24
Inland Daily Press Association typography, 12-24:33
Nashville Tennessean's rural homelife, 12-24:30
National Fleet Safety, Brandenburg, 9-3:33
Newspaper color promoted, 7-30:45
Pontiac Daily Press letter promotion, 7-2:24
Real estate editors plan, 7-23:60
Sylvania Electric, 11-5:47
Toronto Firefighters Association, 7-30:22
Want ad, 7-30:45
Controllers:
Committee to study card system, 12-3:52
Federal tax review, 12-17:8
Milwaukee meeting planned, 8-27:36
Size up 1950, 12-31:10
Top role in battle on rising costs, Meyer, 9-24:8
Cook, Joe, weeklies need better accounting methods, Brandenburg, 11-12:57
Coosa River Mills, executives visiting customers, 7-9:20
Copley, Chloe W., estate valued, 8-20:43
Copy desk:
Two-desk system for St. Louis Star-Times, 12-17:54
Two-level, 12-10:43
Coral Gables (Fla.) Riviera-Times sold, 7-30:9
Corddry, Charles W., U.P. writer denies seeing secret maps, 9-10:28
Corning (N.Y.) Leader, "shopper" adds coverage, ups revenue, Rovner, 10-29:14
Correspondents:
Congress press corps to pass on labor group, 10-29:42
Plane disaster kills 13 U.S., 7-16:7; (editorial), 7-16:32
Press gallery setup to be revised, 8-20:6
Corum, Bill, ready to take Derby post, 10-29:10
Corvallis (Ore.) Gazette-Times features new stereo shop, 11-12:48
Costs:
Controllers given top role in battle on rising, Meyer, 9-24:8
Iowa dailies' analyzed, Gray, 8-27:29
Mechanical meet stresses lower, 9-3:42
National TV, 12-24:20
New England parley stresses, Potter, 11-5:22
PNPA schedules session on, 9-10:22
Problem aired in inventory clinic, 10-29:16
Council on Foreign Relations fellowships awarded, 7-30:30
Country editor has more fun than anybody, Patterson, 7-16:8
Cousley, Paul B., honored by club, 10-15:29
Coverage:
Football takes planning in July, Winn, 12-17:26
Iron Curtain, reviewed, 12-31:18
Cranston, Alan, heads United World Federalists, 7-23:18
Crary, John C., honored, 12-24:22
Crawford, F. Earl, directs Christmas Festival 12-3:48
Crocker, Harry, beat mixes journalism, society, Goodman, 7-23:48
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Urges ad use when sales fall, 9-24:44
Hogue, J. David, promotes 5 on Utica papers, 11-12:8
Holyoke Transcript-Telegram:
100th anniversary, 10-29:15
Plans Centenary edition, 10-15:60
Honolulu Advertiser, changes announced, 8-27:56
Hood River (Ore.) Daily Sun has "Baby Parade," 7-23:37
Hooper, George E., appointed by Ad Bureau, 11-5:48
Hoover Commission Report, Rochester D & C reprints, 12-24:12
Horne, Josh L., quits State Board, 9-3:44
Horton, Stephen A., elected N.Y. Guild president, 9-17:55
House organ issued on Georgia papers, 8-13:23
Housing:
Expose, court ends restraint on, Pugnetti, 11-26:12
Group's protest fails to stop facts on, 8-13:23
Pasco (Wash.) Tri-City Herald prints series, 12-3:12
Houston (Tex.) Chronicle:
Panel report shows 18-month trend, 11-12:8
Runs 96 pages on one press, 8-20:14
Houston (Tex.) Post:
Adds farm-ranch page, 9-24:53
Baldwin, W. Howard, named vice-president, 10-8:28
Houston (Tex.) Post: *(cont'd.)*
Public doesn't count?, 12-17:15
Houston Press Club, 9-17:6
Howard, Roy W.:
On visit to Europe, 8-27:14
Visits Amon Carter, 10-15:18
Howard, William H., joins Young & Rubicam, 7-9:60
Howarth, Dorothy, wins Canada reporting prize, 7-9:27
Hudson County (N.J.) Press Club awards announced, 12-10:38
Hughes, M. Lawrence, leaves Advertising Age, 8-6:18
Hunt, James V., will sue for "Pseudo-Crusade," 8-13:8
Hunter, George V., to promote Atlanta Journal, 8-6:48
Hutchins, Robert M., idolized at Quito by Reds, Wallace, 8-6:9
India:
Desire for U.S. press service hinted, Margolin, 9-3:12
Inquiry probes causes of KLM crash, 7-23:45
Newsprint restrictions lifted, 7-9:22
Ifft, George N., buys Pocatello (Ida.) Tribune, 9-10:26
Il Progresso Italo-Americano air mail edition, 12-17:55
Immortal journey, 12-24:3
Ink:
Metered tank trucks deliver, 7-30:42
New IPI plant in full production, 12-17:32
News progress toward better - Watson, 7-9:44
Peacock-blue pigment produced, 8-13:54
Standard shades in Flint color guide, 9-3:24
Insurance:
Ad list expanded, 8-27:54
Mutual Benefit Health and Accident Association prepares agents' ads, 12-17:12
Polio, Salt Lake City dailies provide, 7-2:34
Inter-American Press Congress:
Hutchins, Robert M., idolized by Reds, Wallace, 8-6:9
Press freedom report given, 7-16:53
U.S. delegates win victory at, Garzon, 7-30:7
Victory at Quito (editorial), 7-30:28
International Arbitration Board:
Awards increase for pressmen, 10-29:24
Grants increase to Knoxville pressmen, 9-10:52
Weighs three pressman cases, 7-16:51
International News Service:
Award (editorial), 7-30:28
Clients get cheery "Bulletin," 12-31:10
Looks at TV with eye for business, Walker, 8-20:38
Minimum boost denied in arbitration, 7-30:5
International Paper Company shares zoom, 10-8:65
International Typographical Union:
ANPA asks order to end "defiance" of, 12-3:10
Anti-Randolph candidates file for race, 11-19:14
"Big 6" asks rise, 8-20:4
Broaches pension in printing industry, 11-19:59
Delegates give Randolph more power, Watson, 8-27:7
International Typographical Union: *(cont'd.)*
Forbids unions to bargain without ok, 12-3:10
Is stalling (editorial), 12-3:36
Lawyer describes Chicago pact as pattern, 9-24:7
New names on slate with Randolph, 12-3:10
Newspaper business waits policies, 8-13:3
National Labor Relations Board:
Decision (editorial), 11-12:38
Finds guilty of T-H law violations, Butler, 11-5:10
Officers called in N.Y. scale talks, 10-8:64
Pegler brands undemocratic, 7-9:13
Pensions:
(editorial), 11-5:38, 12-24:26
"For all" voted, 8-20:5
Pay boost and, voted on, 10-1:10, 10-29:11
Randolph, Woodruff, see Randolph, Woodruff
Seeks printing trades unity program, 9-3:41
Wins first pension in contract, 12-24:15
Intertype Corporation:
Dividends, 10-1:42
Freund, Herman R., elected vice president, 10-15:44
Report, 8-6:20
Interviews, new system in Washington, Butler, 8-13:56
Iowa censorship (editorial), 10-1:32
Irish News Agency, 12-31:37
Isaacs, Norman, directs APME studies, 12-17:58
Israeli press keeps pace with growing state, Stock, 9-17:42
Jackson (Miss.) Clarion-Ledger in new plant, Toler, 11-26:58
Jackson (Miss.) Daily News, oil edition, 10-29:24
Jamestown (N.Y.) Sun:
Sharkey, Harry E., buys, 10-1:12
Syndicate bids for, 9-24:56
Janesville (Wis.) Daily Gazette, veterans honored, 12-17:56
Janssen, John H., named to foreman position, 12-10:43
Japan:
Celebrate press achievement, 10-1:6
Editors expose communism, Imboden, 8-6:8
Leftist union lifts ban for AP, 10-29:10
Monotype aids press in, 10-8:43
Jewell, Horace, 40 years on Ft. Worth S-T, 10-8:46
Johns, Dale M., heads U.P. office, 10-1:13
Johns, William F., honored on retirement, 12-10:22
Johnson, Harold B., estate valued, 7-16:20
Johnstown (Pa.) Democrat-Tribune maintains mountain lodge for staff, 11-19:20
Jones, Bob, impromptu reporter, 7-23:40
Jones, Charles F., named CAM in New Orleans, 8-6:43
Jones, Donald H., compiles ad bibliography, 12-17:13
Jones, Duane, minimizes TV's threat to dailies, 11-5:52
Jones, Ellis O., in advisory job, 11-26:18
Jones, Fred W., flies around beat, 10-8:53

Jones, Joseph L., ducks bullets; goes wading in Korea, Willens, 11-19:59
Journalism:
Alaskan: Hard socks, high costs, Brandenburg, 7-16:24
American Press Institute, see American Press Institute
Associations join forces, Bentel, 9-3:3
Boston University looks out for students, Bentel, 11-29:38
Brandt, Joseph A., heads UCLA school, 7-9:52
Course guides student to position he wants, 10-29:36
Denver University, seminar on Russia, 7-16:37, 8-6:24
Editors help Wayne U. build new department, Bentel, 12-31:43
Freedom committee of AEJ to aid press, Bentel, 10-15:50
Germans study in U.S., 10-1:10
Graduates gaining favor with editors, 8-27:38
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Indiana U. students win Pyle Fund aid, 12-24:34
Jacoby Scholarship to Coughlin of U.P., 7-23:46
Labor journals on government list, Little, 10-15:54
Merger plan for educational groups ready, 8-13:18
Merger testimonial to ACEJ performance, Bentel, 9-24:48
Mexico opens first school, 10-22:40A
Mississippi University short course for editors, 11-19:50
Missouri University workshop for school press, 7-30:42
Negro graduates find jobs more available, 7-2:34
"Newspapers" defined at student forum, Charles, 12-10:24
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North Carolina instructor is learning by doing, 7-23:46
Pi Delta Epsiton marks 40th year, 12-10:30
Schools added to accredited list, 8-20:8
Student ad agencies tackle real job, Bentel, 12-24:34
Student-run daily usually in the black, Stern, 10-8:53
Students don't aim at ad jobs, Bentel, 11-5:50
Students get workout in quick-style boiling, 8-13:39
Students learn job on the job at Antioch, Bentel, 12-3:56
Texas A. & M. College plans press clinic, 7-23:12
Texas governor big name in, Wallace, 8-27:26
UCLA readying new graduate program, Bentel, 11-19:48
Variety is outcome of common objectives, Bentel, 12-17:56
Virginia University seminar, 7-9:16
Vonier, Chet, piece results in North Dakota course, Bentel, 12-10:30
Kane, M. R., retires, 11-5:57
Kansas City Star:
Devices, techniques for production, new, 10-8:44
Prints 170 pages, 9-24:53
Television station, 9-17:44
Karpf, Jerome J., post at Phila. Inquirer, 7-16:40
Kelley, O.W., retires, 10-8:50
Kelley, Vincent J.:
Heads N.Y. AANR, 9-24:58
Predicts a prosperous 1950, Collings, 12-31:16
Kellogg, William S., publisher in Santa Paula, 10-22:40A
Kelly, Charles T., retires, 10-8:48
Kennebec Journal coupon pays toll on new bridge, 12-3:46
Kennedy, Edward, moves to Monterey Herald, 10-8:28
Kenosha (Wis.) Evening News picnic, 8-13:5
Kenyon, Archibald, quits IOJ executive post, 10-29:31
Kimball, Abbott, elected to ARF board, 8-27:18
King, O.H.P., AP star reporter, 12-10:63
Kingsport (Tenn.) Times marks 25th year, 10-8:22
Kirkpatrick, James C., named aid to governor, 7-9:19
Kiwanis Club cites Hammond group, 11-26:55
Klamath Falls (Ore.) Herald and News executive changes, 10-22:52
Koppe Company, S.S., appointed, 11-26:28
Kramer, Arthur, heads mechanical group, 10-15:13
Kroger food chain ads, 10-8:14
Ku Klux Klan:
Fighting the (editorial), 7-23:34
South's newspapers fight, Brown, 7-23:20
Kurie, John F., develops test for displays, 9-17:11
Kurth, Ernest Lynn, testimonial set, 11-26:14
Labor:
Bismarck (N.D.) printers get raise, 8-13:28
Cleveland printers drop pay demand, 10-22:56
Contract near in Bell strike, 7-30:39
D.C. printers ask more pay, 9-10:52
Double time for overtime demanded, 9-3:9
Journals on government list, Little, 10-15:54
Newark machinists denied increase, 12-3:10
No fourth round (editorial), 8-6:26
Oregon printers increase, 12-17:12
Strikes:
Chicago printers end, 9-17:5, 9-24:5; (editorial), 9-24:34
Hawaii, tests policies of newspapers, Watson, 9-3:8
Lock Haven Express, 7-9:60
St. Petersburg Times pressmen, 8-27:16
Stereotypers in Cincinnati, 9-24:56
Vancouver (B.C.) daily settles, 11-12:12
Vendors "strike" for guarantee, in L.A., 12-10:13
Zanesville, O., printers, 12-10:6
Unions:
Dailies prepare data for, 8-20:32
Engravers talk about pensions, 8-20:10
International Mailers establish defense fund, 8-27:7
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Louisville Mailers given increase, 12-17:11
Lowell, Mass., new scale, 7-2:30
New York engravers withdraw plea for pay boost, 9-24:54
Labor: *(cont'd.)*
Unions: *(cont'd.)*
New York Mailers denied increase, 8-6:5, 8-13:4; (editorial), 8-6:26
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Pressmen face new inquiry, 12-17:54
Retail Clerks to run ads for Wanamaker's, 9-10:12
Stereo's win salary boost, 12-17:20
Writing awards, 12-24:33
Lafayette (La.) Daily Advertiser in new building, 12-10:43
La Grande (Ore.) Evening Observer, new personnel, 8-13:24
Lamade, Dietrick, honored by plaque, 10-15:45
Lamb, Clyde, hits humor stride wearing prison garb, McMaster, 11-12:42
Lampee, Robert H., promotion manager in Pittsburgh, 9-3:28
Lance, Edward C., honored in Glens Falls, 12-10:48
Lansing (Mich.) State Journal starts new building, 12-10:26
Lanston Monotype Machine Co.:
Aids press in Japan, 10-8:43
Increases staff, 12-10:48
La Prensa:
Eighty years old, 10-22:12
Readership up despite barriers, 11-5:13
Larsen, Carl W., named by ECA, 11-12:10
La Salle News-Tribune declares war on local vice, 9-24:55
Latin America, home-fashion supplement for, 9-3:42
Laundry ads wash out sales decline, 8-27:44
Launching a new product, Hause, 10-15:5
Lawrence, William L., makes plant hormone discovery, 8-20:4
Lawrence (Mass.) Eagle-Tribune, 25-year club, 12-10:62
Leach, E. Rene, heads Chicago Linotype agency, 7-23:40
Lee, Clark, testifies on "Rose" interview, 7-23:37
Lee, Glenn C., awarded Richmond lease, 8-6:18
Lee, Joseph B., ICMA head in Georgia post, 8-27:9
Lee, Mike, fans buy car for, 12-10:28
Leech, Edward T.:
Editor at 23, Brennan, 8-27:22
Writes series on British socialism, 8-13:25
Legal:
Ad, biggest, 10-29:45
Advertiser boycott restrained by court, 11-5:32
Anti-vivisection drive brings libel suits, 7-30:52
Arizona Times sued by bank, 10-15:43
Ban on crime comics held unconstitutional, 12-31:10
Daily absolved on wrong price, 11-12:60
Dear-Newhouse suit, 10-15:28, 10-22:22
Divorce trial open to press ruled, 9-24:16
Florence (S.C.) Times-Herald fined for contempt, 11-19:59
Full confidence protection won in Michigan, MacLachlan, 7-2:35
Guild made party to lensman's suit, 11-19:54
Hearst-Block suit ended in Pittsburgh, 10-1:13
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Coverage is issue in venue plea, 10-15:58

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Judge scores trial publicity, 7-2:45
Reporters are "glad its over," Willens, 10-15:13
Venue motion change denied, 10-22:36
Institute of PR in receivership, 11-26:14
Invasion of privacy suit filed in Texas, 9-24:49; (editorial), 10-1:32
Juries cool to crusades on gambling, 12-10:11
Knickerbocker News suit marks office building drive, 12-3:8
Latex-Spanel suits against Pegler settled, 11-5:13
License tax upheld in Portland, Ore., 8-27:45
Lorain (O.) Journal case:
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Anti-trust suit, 9-24:5
Edict denied, early trial is urged, 12-10:13
"Offenses" detailed by U.S., 10-1:7
Los Angeles Guild sues AP, 9-17:58
Lynett estates, court takes action on, 9-24:52
Maryland gag rules deleted, 7-9:39
Mayor indicted in reported beating, 9-24:26
Motion to dismiss Eubanks' suit denied, 11-19:42
Muir libel case, publisher cleared in, 12-10:28
Newhouse-Dear case, 9-24:20, 11-12:11
Newsday staff summoned in bribery probe, 10-29:49
Official paper need not be rigid partisan, 9-3:37
Patenotre, Eleanor Louise, ends tax suit, 10-8:63
Pearson, Drew, complaint against Pegler filed, 12-3:12
Portland Oregonian sued for libel, 7-16:48
Portland (Ore.) tax levy delayed, 7-30:4
Providence Journal sued on same day it wins suits, 10-15:58
Restraint on housing expose ended by court, Pugnetti, 11-26:12
Scripps trustees acts upheld by court, 7-2:37
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Valley Morning Star, 7-9:22
Western Union, 7-9:22
Washington Times Herald:
Legatees' stock purchase approved, 11-12:15
Sale approved by court, 10-29:5
Writers' pleas bring fund to fight suit, 12-3:8
Legislation:
Celler merger bill tied up in Congress, 7-16:18
Law on naming victim of assault is reviewed, Thayer, 12-31:22
Lucas bill, 8-13:8
Minimum pay law exempts small dailies, 10-29:6
Postage rise bill:
Faces setback, Butler, 12-31:26
"In Limbo," 7-16:8
Reported, 9-24:10
Press freedom clause offered in spy bill, 7-23:8
Senate wage bill exempts carriers, 9-3:44
South Carolina aids newspapers, 7-23:10
South Carolina bill requires names on letters, 9-24:55
Legislation: *(cont'd.)*
Wisconsin outlaws rape identification, 7-16:42
Legleiter, Robert, resigns in Cincinnati, 8-13:54
Lehman, Herbert H., on H-T Forum program, 10-22:18
Leopard, William H., to direct '50 Want Ad Week, 11-29:41
Leslie, Elwin E.:
Celebrates birthday, 10-1:20
Retires, 7-30:45
Lever Bros. shuffle agencies, staff in N.Y. move, 12-24:22
Lewis, Boyd, vice president of NEA, 7-30:20
Lewry, Louis H., mayor at 30, 11-12:8
Library of Congress gets 1912-18 issues of Vienna daily, 10-15:24
Licensed Beverage Industries enlists trade in P.R. program, 11-5:54
Licensing of press, Portland, Ore., 7-23:48; (editorial), 7-23:34
Lima (Ohio) News wins Safety Council Award, 7-23:14
Lindsay (Calif.) Sun, new photolith, 7-2:48
"Linkrule" measures cut sizes from copy, Parker, 12-3:13
Liquor:
ABC network won't accept ads, 9-17:44
Ad ban, 8-13:16; (editorial), 12-17:36
Drive planned against ads, 12-10:12
Greater P.R. effort favored, 10-15:12
Group condemns move for radio ads, 8-13:9
Schenley drops plan for radio ads, 9-24:58
Lister, Walter, tells PNPA special protective laws not needed, Dragonetti, 10-15:9
Little, Brown & Co. plans full year's strategy, Rovner, 12-31:12
Little, George, pioneer, muses on features, McMaster, 9-17:38
Little, H.G., elected director of Ad Council, 7-16:51
Llewellyn, Louise, column solves problems, Law, 7-16:45
Lock Haven (Pa.) Express, plea for burned boy, 8-13:7
Loeb, William, jailed in alienation case, 8-13:22
London (Eng.) Daily Mirror buys into Melbourne Argus, 7-9:16
Longview (Wash.) Daily News, edition sold out before printed, 8-20:8
Lorain (O.) Journal:
Ad policy aids trade, 10-29:22
Anti-trust suit filed against, 9-24:15; (editorial), 10-1:32, 11-12:38
Edict denied, early trial is urged, 12-10:13
Files reply to anti-trust suit, 10-15:53
Freedom of business, U.S. plea in, 11-19:13
Horvitz, S.A., says "only issue" is press control, 10-1:7
"Offenses" detailed by U.S., 10-1:7
Lord, Charles, promoted in Detroit, 11-19:14
Los Angeles Daily News:
Expansion plan under way, 9-24:41
Revives classified section, 9-10:53
Los Angeles Examiner:
Benefit show, 12-3:55
Carriers on sight-seeing, 8-6:34
Los Angeles Independent suspends publication, 8-6:4; (editorial), 8-6:26
Los Angeles Mirror:
Answer service for advertisers, 7-9:35
Barley, Rex, named promotion manager, 9-17:28
Campaign helps blind boy, 7-30:46
Checks up on town's reputation, 10-8:33
Covers race by radio phone, 7-30:41
Crew helps nab bandit, 7-9:23
In LANPA, 11-5:54
Thrives on confidence, Cameron, 10-15:20
TV survey, 7-16:28
Los Angeles newspapers show "All Weather Is Local," 11-19:8
Los Angeles Times:
Back to bigger type, 12-10:53
Huge Sunday editions, 10-22:16
Lots of Fun, Inc., 7-2:24
Louisville (Ky.) Courier-Journal starts new feature - ad tieup, 12-31:14
Lovejoy Memorial fund, 11-19:20
Lovette, Leland P., named by VFW, 10-29:45
Low, David, to join pro-labor paper, 12-17:10
Lowe, Frederick N., PM at Norfolk, 8-20:42
Lubbock (Tex.) Morning Avalanche, circulation gains, 8-13:43
Lynn, Ernest, vice president of NEA, 7-30:20
Lyon, George H., opens PR office, 11-26:59
Lyon, S. Duane, wants ad standards set up, Collings, 11-19:28
MacKenkie, A. Lawrence, reappointed at Boston University, 7-2:18
Macon (Ga.) News:
Defends Negro news handling, 10-29:24
"Newspaper of Future" edition, Parham, 8-27:8
Macy, W. Kingsland, hits Hiss judge's attack on press, 7-16:53
Magazines:
American Weekly:
Church papers hit, 9-3:42
No boycott against in Cincinnati, 9-10:60
Revenue gains, 12-10:55
Atlanta Journal Sunday Magazine issues a biography, 12-24:48
Collier's permits reprint in full, 8-6:42
Color, locally edited in Richmond, 9-24:58
Coronet offers ad guarantee, 9-17:11
Life has new M.E., 8-13:34
Sections on Editors' agenda, 11-12:63
Star Magazine, Indianapolis, cited for Hoosier history, 12-24:31
Sunday Mirror color job turns night into day, Collings, 9-17:40
This Week, members at strategy meeting, 7-2:40
Time, Thomas S. Matthews, named editor, 12-24:44
Mahoney, Mary, educators honor, 7-16:40
Mahoney, Stephen B., honor student, 12-3:62
Malkin, Sallee, district gal, 12-17:63
Management, top, responsibility, Collins, 10-15:6
Manila postwar dailies dwindle, 9-17:53
Manning, Charlie, describes European pic taboos, Collings, 9-10:54
Mansell, I.L. "Bud," named in Youngstown, 11-5:60
Marbury, Betty Lou, story starts nation praying for, Caldwell, 12-10:11

Marketing:
Awards, 11-26:30
Experts told to look westward, 10-15:12
Martin, Harry, quits job on newspaper, 11-5:26
Mason, W. H., reportorial valor, 8-6:6
Massot, Henri, named manager of Paris-Presse, 7-16:44
Mat scorcher from water pipe, 9-10:41
Mathews, William R.:
Missed flight where 13 died, 8-13:34
Publishes report on Far East, 10-22:36
Matteson, Roderick W., elected vice president, 12-17:57
Matthews, Thomas S., named editor of Time, 12-24:44
Maxon, Lou, hailed in home-town fete, 8-20:35
McClung, Mary, name dropped from PIN mastheat, 9-10:10
McClatchy newspapers, Bee stringers pull banners and boners, 8-13:41
McCormick, Robert R.:
Buys Washington Times-Herald, 7-23:5
Outlines goal of Times-Herald, 8-13:25
McCracken, Tracy S., buys full control at Cheyenne, 7-2:45
McCrary, Tex, mixes a "Main St." Manhattan, McMaster, 8-13:40
McGiffin, W.J., celebrates 30 years in publishing, 11-26:24
McGovern, James L.:
Has 80th birthday, 11-19:40
Renamed by Connecticut AP, 11-29:45
McGrath, J. Howard, hits "successful" ads run by A & P, 10-29:40b
McKelway, B.M., address by, 9-3:4
McLean, Robert, calls APME vital element in AP, Brown, 11-5:11
McLean, William L., fetes Phila. Bulletin newsmen, 8-27:26
McMillan, George S., says ad groups must lobby, 11-19:16
Mead, Edward, the satirist, Collings, 8-13:24
Mechanical:
Automatic packing cuts stereo time, 8-13:55
Clamp, driving shaft, new, 12-10:46
Devices essential for cutting news-print waste, Weiskittel, 7-9:43
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Equipment in newspaper plants, 9-24:Sect. 2.
Gadgeteria, 8-13:50
Halftones, agency tests process to improve, 8-13:49
Magnesium equals copper stability, 8-13:54
Moisture gauge, new, 7-9:48
New England parley stresses cost angle, Potter, 11-5:22
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Platic plate curving machine, 12-10:46
Presses, see Presses
Process for reverse proofs, 12-10:50
Production flow shown step-by-step, 8-13:54
Teletypesetter, better paper faster, Rowe, 8-13:52
Word counter on typewriter, 7-9:48
Wrapping device added to Wallastar, 12-10:46
Media Records cover 400 smaller cities, 7-9:8
Melbourne Argus, London Mirror buys into, Davie, 7-9:16
Memphis (Tenn.) Commercial Appeal:
Better farming program, 12-31:24
Section helps in sale of homes, 10-8:33
Mendelsohn, Monroe L., business manager in Atlantic City, 12-17:48
Merahn, Lawrence W., circulation manager on N.Y. Sun, 11-12:8
Merchandising, new concept of, Fatt, 10-15:4
Mergenthaler Linotype Company, sales in year exceed 23 million, 12-17:8
Merrill, D.R., named by Detroit News, 7-16:14
Merwin, Davis, explains need for hearings, 10-15:55
Metro Associated Services, Inc.:
Mid-century feature distributed by, 11-19:23
"Super" food kit issued, 10-29:16
Yule greeting mats, 7-23:25
Mexico:
First journalism school opens, 10-22:40A
Publishers seeking more income, Keshen, 9-17:24
Mexico (Mo.) Evening Ledger puts Europe on "free list," 10-8:10
Meyer, Michael W.R., joins O'Mara & Ormsbee, 10-8:55
Miami Daily News:
Contest brings out fun in hurricanes, 9-17:30
Youth feature wins plaque, 7-9:18
Youth Press Club, 8-27:56
Miami Herald:
Excellence award to, 11-29:36
Football clinic, Irvin, 9-24:40
Plant fire loss, 10-8:12
Reward posted in attacks on printers, 7-16:6
Stories expose baby market, 10-15:60
Micro film:
Buffalo Courier-Express, 10-29:13
Newspapers on, listing issued, 7-23:10
Middletown (N.Y.) Times-Herald Hambletonian Party, 7-23:40
Mignon, Joe, made execution shot, how, Collings, 12-17:44
Miller, David A., at 80, a busy publisher and star reporter, Dragonetti, 12-3:26
Miller, Larry, elected president of NAM, 11-19:58
Miller, Loye W., heads TPA drive, 9-17:28
Miller, M. Glen, elected by Chicago Executives Club, 7-23:60
Miller, Mrs. Maxwell Peter, Jr., new boss of Washington Times-Herald, 8-6:3
Miller, Paul, reports on Amsterdam parley, 7-23:4
Miller, Ruth E. (Bazy), takes up Washington duties, 10-15:18
Miller, William E.,,demands return of liberties in U.S., 12-24:7
Milwaukee Journal:
Employes now own stock, Maier, 9-24:9
House cleaning week, 12-17:30
25-year employes get diamond pins, 11-12:54
Milwaukee Sentinel:
Issues big food section, 11-19:58
Plant is completed, 11-26:9
Sponsors boat race, 7-9:35
Staff is feted at plant opening, 12-3:11
Minneapolis Star and Tribune:
Four-color ad run in, 11-19:60
"Good Neighbor" award, 11-19:20
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Palmer, Clyde E., career saluted in Texarkana, 9-24:40
Palo Alto (Calif.) Times growth calls for plant, 9-17:30
Pan American Press Congress, 5th, Quito meeting date, 7-2:52
Pan-Asia Newspaper Alliance to stress Far East topics, 12-31:26
Park, John A., thanked for books sent to Germany, 12-10:62
Parker, Charles J., to direct No. Carolina publicity, 9-3:29
Parker, George B.:
Estate valued, 10-22:12
Eulogized by Oklahomans, 10-29:52
Parker, J.L., economy ideas in distribution, Brandenburg, 12-17:50
Parking meter ads, 12-3:48
Parks, John A., entertains girls from Germany, 8-6:40
Parsons (Kan.) Daily Sun, shares left to Reed family, 12-3:20
Partridge, Alice, wins award for food reporting, 11-19:40
Pasco (Wash.) Tri-City Herald prints full housing series, 12-3:12
Patenotre, Eleanor Louise, ends tax suit, 10-8:63
Patriot Farmer sold in N.C., 12-10:54
Patterson, Paul C., on visit to Europe, 8-27:14
Pearson, Drew, says Pegler broke "peace" pledge, 12-10:9
Pease, Andrew J., elected by NENAEA, 11-5:57
Peekskill (N.Y.) Evening Star blamed by ACLU for riots, 12-10:10
Pegler, Westbrook, brands ITU undemocratic union, 7-9:13
Penner, Sydney, named M.E. for N.Y. Compass, 7-9:40
"Pennsylvania Week" enlists newspapers, 7-30:37
Pensacola News-Journal opens new plant, 10-15:26
Pensions:
Federated Publications' employes, 10-8:24
Gannett staff plan approved, 11-19:56
ITU (editorial), 11-5:38, 12-24:26, 12-31:30
Broaches, in printing industry, 11-19:59
Wins first, in contract, 12-24:15
Peoria (Ill.) Journal Star, heavy food linage, 10-29:18
Perma Starch, Inc., credits success to newspapers, 9-24:16
Peron, Juan D., sues papers for "disrespect," 12-10:10
Perrin, Dwight S., elected by New York AP group, 12-10:64
Perry, N.A., Jr., is publisher at Frankfort, Ky., 8-6:35
Personnel is chief production problem - Reed, Brandenburg, 11-19:11
Peterson, L.V., memorial honors, 7-16:34
Petty, Mari, keeps busy on small daily, 11-26:18
Philadelphia Bulletin:
Center feeds 80,000 in year, Dragonetti, 11-5:26
City desk radiophone, 12-17:54
Editorials shaped by daily confabs, Dragonetti, 9-3:20
"Fourth" planned by, 7-2:21
Philadelphia Daily News, County Fair sponsored by, 7-9:51
Philadelphia Inquirer:
Annenberg, Walter H., proclaims independence, Dragonetti, 11-5:12
Jersey section, 10-8:32
Music scholarships given, 7-16:56
Personnel activities expanded, Dragonetti, 8-6:30
Presents own magazine, 8-27:42
Philadelphia Record, machinery sale ends "revival" of,7-2:41
Phoenix (Ariz.) Sun, new shopper, 9-10:34
Phoenix Times reorganized, 7-16:16
Photo-composing machine, publishers' group readies, Walker, 9-17:7
Photo-Electric Engraver, 100 papers now use, 9-3:24
Photography:
Acme men cooperate fully at plane crash, Collings, 11-12:62
Atom photos censored by NME, 7-16:38
Blumenshine, Del, handicaps overcome, Fishwild, 9-24:26
Brush, Helen, camera girl, Cameron, 9-3:32
Cameramen's victory (editorial), 7-2:28
Chester (Pa.) Times increases coverage, 7-9:37
Chicago H-A tells how Mignon made death chair pic, 12-10:6
Cloistered nun proves excellent photographer, Collings, 10-15:30
Court pictures banned in California, 10-29:41
Des Moines Register is big 10 pix champ, Collings, 11-5:34
Dropping plates from airplane speeds pictures, 10-29:41
Editor and Publisher contest , 12-10:28
Edwards, Maurice, gets byline, 9-17:10
Efficiency is keynote of small dark room, Collings, 10-1:50
Expedition in 'Glades by boat and by boot, Gore, 10-1:51
Frezzolini, Jim, inventor and master craftsman, Collings, 10-22:36
Herman, Emil, offers 1-man free crime course, Collings, 7-30:40
Japs prove camera shy, Collings, 8-27:40
Jones, Bob, impromptu reporter, 7-23:40
Judge loses battle to suppress picture, 12-31:40
Latest news from around and about, Collings, 11-26:48
Manning, Charlie, describes European pic taboos, Collings, 9-10:54
Mignon, Joe, made execution shot, how, Collings, 12-17:44
Mirror's color job turns night into day, Collings, 9-17:40

Photography: *(cont'd.)*
Mock invasion photos cost lensman his life, Potter, 10-8:30; (editorial), 10-8:36
New York race tracks restrictions lifted, Collings, 7-2:36
Photo chief describes rescue operation, Collings, 8-13:42
Rogstad, Helen, makes pictures and cuts also, 11-5:34
Shutter care explained by Wollensak expert, Collings, 12-3:44
That ornery steer, Collings, 10-8:58
Toronto Star has free lance system, Montagnes, 9-17:57
Trash pictures offend, but bring action, 8-20:32
TV offers a future; finances a headache, Collings, 8-20:32
UEW bans photos in convention hall, 9-24:56
Up from the gutter to "King for a day," Collings, 11-19:26
Warman, Manny, indispensable to Columbia University, Collings, 10-29:41
Wondering out loud about many things, Collings, 8-6:41
Phi Delta Epsilon marks 40th year, 12-10:30
Piedmont Publishing Co. outing, 8-27:32
Pitts, Spencer W., named by Huber Corp., 7-23:36
Pittsburgh Post-Gazette:
Offers reward, 7-16:11
Sells Sunday paper to Hearst, 11-26:54
Plants::
Atlantic City World moves to new, 7-16:42
Augusta, Ga., joint operation expands, 7-16:42
Augusta Chronicle and Herald opened, 11-19:57
Cambridge Sun Publishing Co., new, 7-30:9
Carthage (Mo.) Press, 9-3:41
Cleveland Plain Dealer and News, new, 8-20:41
Consolidation in Anderson, Ind., 9-24:54
Disasters, plan outlined for meeting, 7-2:23
Engraving, in Meadville, Pa., 9-10:38
Fairmont (Minn.) Sentinel opens new, 12-3:61
Galveston News goes on, 9-10:40
Gannett dailies expand at Rochester, 8-20:41
Gannett expansion begun, 9-10:40
Greenville (Mich.) News, new, 11-26:9
Hackensack (N.J.) Bergen Evening Record, new, 12-10:46
Hollywood (Calif.) Citizen-News, new, 7-9:43
Jackson (Miss.) Clarion-Ledger in new, Toler, 11-26:58
Jessen's Weekly, in quonset huts, 7-9:48
Kankakee one-floor, 9-10:40
Lafayette (La.) Daily Advertiser, in new, 12-10:43
Lansing (Mich.) State Journal starts new, 12-10:26
Los Angeles (Calif.) Sentinel moves, 7-9:46
Manitowoc (Wis.) Herald-Times expands, 7-30:42
Milwaukee Sentinel, completed, 11-26:9
Nashville Newspaper Corporation, work started, 12-24:45
New Orleans (La.) Times-Picayune enlargement, 7-9:46

Plants: *(cont'd.)*
Palo Alto (Calif.) Times has novel features, 7-9:46, 10-8:43
Racine Journal-Times enlarged, 9-17:30
Roanoke Times-World, enlarged, 7-9:25
Seattle Times project nearing completion, 11-26:9
Statesville (N.C.) Record improves, 10-1:13
Sunpapers Building cornerstone placed in Baltimore, 10-29:13
Tacoma News Tribune will double, 7-2:24
Tulare (Calif.) News, new, 7-30:24
Tulsa World and Tribune, open for inspection, 11-19:13
Tyler (Tex.) Courier-Times, work started on, 7-9:25
Waco, (Tex.), construction begun, 9-24:52
Washington Post to build new, 12-31:10
West Chester (Pa.) Daily Local News, remodeled, 7-9:46
Plastic plated used by advertisers, 8-20:12
Pocatello (Ida.) Tribune:
Ifft family buy, 9-10:26
Scripps League buys interest in, 10-8:62
Polio:
"All the facts" policy lessens fear of, 11-19:30
Drive cartoon, 12-10:40
Salt Lake City dailies provide insurance, 7-2:34
Political:
Allen vs. Taft in Cincinnati, 8-6:32
Casper (Wyo.) Star's mayoral choice wins election, 11-19:46
"I Voted" tags brings record turnout at polls, 11-19:46
Lamb, Edward, may run against Taft, 12-3:11
Newspapers' fight flares in Canada voting, Montagnes, 7-2:9
Philadelphia dailies help defeat G.O.P. machine, 11-12:15
Phoenix dailies beat city "boss" in record vote, 11-19:44
Polk, George, detailed story of murder is compiled, 9-24:53
Polls, see Opinion polls
Ponting, Herbert, leaves Detroit News, 7-16:14
Pooley, Edward M., reportorial valor, 8-6:7
Pope, James S., delivers Mellett Memorial Lecture, 7-16:9
Portland (Ore.) Journal:
"Meet the Folks" copy make paper human, Irvin, 7-2:26
Tour is quick sellout, 11-12:15
Postal:
Bill is "In Limbo," 7-16:8
Congress, P.O. views stalemated, 7-30:40
Miracloth ad warning, 8-27:9
P.O. denies part in Hoover slogan ban, 12-10:6
P.O. jurisdiction (editorial), 10-1:32
P.O. sliding scale (editorial), 10-8:36
Postage bill faces setback, Butler, 12-31:26
Rate rise, new version offered, 8-6:4
Revised bill (editorial), 8-6:26
Rise bill reported, 9-24:10
Russians put Pravda picture on a stamp, Kehr, 12-3:56
Postel, R.R., named Detroit Bureau aide, 11-12:20

Poston, Ted, N.Y. Negro reporter has some advantages, Willens, 9-24:28
Power lift for page racks, 9-10:38
Powers, Joshua B., to represent N.Y. Times abroad, 11-5:60
Pravda: picture on Russian stamp, Kehr, 12-3:56
Premature marriage news not libelous, Gray, 12-24:28
Presbrey, Paul, at cafe holdup, 10-29:40b
Press:
Analysis plans advanced in California, 7-2:8
Barred at trial under privacy rule, 8-27:11
Commission audits state finances, Watson, 8-6:6
European:
Newsmen tour U.S., 9-10:8
U.S. publishes guide, 9-17:13
Germany press corps won't be "disinherited," 11-5:63
Giant editions herald Christmas splurge, 12-3:62
Guatemala press throttled by leftist regime, Fernandez, 9-17:53
Health of, shown in California clinic, Brown, 12-17:18
Israeli press keeps pace with growing state, Stock, 9-17:42
Italian, data on, 12-17:68
Licensing, Portland, Ore., 7-23:48; (editorial), 7-23:34
New role seen in age of ideologies, Holme, 11-26:26
1949 year of huge editions in U.S. newspapers, Walker, 12-10:5
Praised for aid to crippled children, 11-19:52
Professional group exemption is rejected, 10-1:46
Public wants only facts, 7-30:52
Reaction to AEC conference is mixed, Butler, 12-3:15
Rival papers share building at Madison, Wis., 8-13:43
Shortcomings pointed up by editor-judge, 10-22:13
Sunday editions, 26 begun in 1949, Walker, 12-17:11
U.S., termed "best in world," 7-23:7
Unusual auto licenses, 11-12:24
Press Association of the Confederacy:
Minutes shed light on southern press coverage of war, Robb, 8-27:60
One-meeting, fought bootlegging of news file, Robb, 8-20:48
Press Wireless:
Petition on fall docket, 7-23:18
"Radot" gets trial in Mexico City, 10-15:18
Request denied by FCC, 7-16:56
Pressman, Gabriel, tells of Mindszenty trial coverage, 7-9:10
Presses:
Business office meters keep check on, 12-17:32
Cincinnati Enquirer installs Goss, 9-24:54
Dek-A-Tube, 9-3:35
Goss:
For intermediate group, 8-27:14
For Wilshire Press, 10-8:48
Offering for intermediate group, 8-27:14
Hagerstown Daily Mail, new, 11-29:41
Honolulu Star-Bulletin, new, 11-29:41
Perforator is linage builder, 12-10:48
Scott, latest C-H drive on, 12-10:48

Presses: *(cont'd.)*
Units coupled to run 62-page paper with color, 9-24:12
Watertown (S.D.) Public Opinion installs new, 8-13:55
Wood press prints 2-page "jumps," 7-23:7
Youngstown, O., add Goss units, 9-17:6
Price, Gordon, no business like new business, Collings, 12-10:20
Printing Industries of America, course in "Selling Printing," 7-30:47
Printing Week:
Clinics named, 12-10:46
Show in Biltmore, 10-8:43
Promotion:
Ads offered by General Features, McMaster, 10-15:38
Attack on spot radio requires ammunition, Irvin, 9-10:28
Big noise advocated for Newspaper Week, Irvin, 10-15:49
Boston Post's cane, still popular, Potter, 10-22:43
"Business is lousy!" only a come-on, Irvin, 8-13:44
Carpet industry plans, 12-10:61
Charity begins often in newspaper offices, Irvin, 8-20:40
Christmas is coming; ask your merchants! Irvin, 10-22:38
Church group backs "Point 5," 12-31:35
Comics show tops bond sales, 10-8:63
Crosley give-away, Rovner, 10-1:14
Cultural, Irvin, 9-3:38
Delaware, 11-29:41
E & P contest, Irvin, 12-24:40; (editorial), 12-17:36
Economic news is fodder for, Irvin, 7-16:22
Europeans seen boosting U.S., 10-29:56
Every reader wants to be your editor, Irvin, 7-30:34
Feminine salespower in Pittsburgh story, Irvin, 12-17:46
Formula for spending: First fix an objective, Irvin, 10-8:32
Good Fellows give Buffalo, 11-12:41
"I wonder" for kids is wonderful thing, Irvin, 12-3:48
Ideal test market requirements, Irvin, 9-17:28
Junior C of C backs national book campaign, 10-15:29
Just mix simple ideas, Irvin, 12-10:32
Little, Brown & Co. plans full year's strategy, Rovner, 12-31:12
Look into records for today's new slants, Irvin, 7-9:38
"Meet the Folks" copy makes paper human, Irvin, 7-2:26
Men bid for budgets, 12-31:8
Miami football clinic, Irvin, 9-24:40
1950 census markets more than statistics, Irvin, 11-5:52
1950 slogan: To do big, think big, Irvin, 12-31:38
North Tonawanda Evening News sports, 7-23:44
Ohio Select List, Irvin, 10-29:40b
Papers sent abroad could tell U.S. story, Taubkin, 10-1:22
Prods build reading habits, Irvin, 8-6:38
Puerto Rican rum, expanded, 10-22:16
Radio urged in special, 10-22:14
Shoppers come winging to buy, 9-24:18

Promotion: *(cont'd.)*
Slide-rule gentry get new "gimmick," Irvin, 8-27:44
South Bend Tribune cook school, Irvin, 11-12:61
Sports, how to get in trouble with, Meyer, 8-13:45
Sure-fire style show: What men should know, Irvin, 11-19:52
Survey reveals wide scope, 8-13:44
Takes cruise on Tennessee River, Irvin, 7-23:26
Travel, 9-17:60
Vari type used by N.Y. Times, 11-19:40
Why be so modest? Report to your public, Irvin, 11-29:44
Propeller Club of U.S., awards writing prizes, 9-24:58
Psychology as antidote for red ink, Whitney, 7-2:20
Public relations:
Allen, Joseph M., direct for Bristol-Myers, 11-19:8
British newspapers have plan, Fletcher, 7-23:16
Du Pont's, Dragonetti, 7-9:7
Editor recommends fulltime effort, Wood, 10-8:7
Gulf Oil Corp. expanding, 11-12:64
Institute in receivership, 11-26:14
Licensed Beverage Industries enlists trade in new program, 11-5:54
Liquor men favor greater effort, 10-15:12
NAEA-NRDGA plan joint program, Haynes, 7-2:16
Pioneers to note profession's progress, 11-26:22
Program for distribution urged by 4-A, 10-1:36
Rhoades, Thomas R., to direct Hudson Motor, 10-22:38
Richards, Steve, in charge for Buick, 10-15:43
Society of America, executive committee named, 12-24:23
Teaching service pros helped by unification, Lane, 7-16:51
U.S. business chided for failure in, Rovner, 12-10:14
Public Utilities Commission debates utility's "captive ad audience," 11-12:60
Publisher and the retailer, Kaufmann, 10-15:9
Puerto Rico:
ABC in, 12-17:12
English language daily, 7-9:22
Pulitzer Prizes, nominations due Feb. 1, 12-31:24
Purcell, Tom R., elected by Pacific Slope Newspapers, 8-27:48
Pyle, Ernie, to be buried in Honolulu, 7-16:38
Quesly, Kay, general women's editor at Toledo Blade, 8-20:10
Quebec Chronicle, firm reorganized, 7-16:16
Quebec Gazette, 185th anniversary, 8-27:40
Quincy (Mass.) Patriot Ledger price raise, 11-12:54
Quirino, Elpidio, brings press with him, 8-13:9
Rabache, Andre, elected by Foreign Press Association, 10-8:60
Racine (Wis.) Journal-Times opens enlarged plant, 9-17:30
Radio:
ABC network won't accept liquor ads, 9-17:44
BAB takes aggressive sales tack, Rovner, 9-10:50
Bid for ad dollars stepped up, 9-10:6

Radio: *(cont'd.)*
Combined daily- FM operation rings bell, 7-2:33
Defamation (editorial), 7-16:32
Facsimile, see Facsimile
FM group requests more air time, 7-16:51
Frederick, Pauline, "Only woman who -," Willens, 7-23:42
Global interviews by shortwave, 10-29:52
Helps build daily's circulation, Brandenburg, 11-19:54
Jury clears station in defamation action, Walker, 7-16:28
Kennedy, John A., sells Charleston station, 7-9:13
Logs, paid:
Chicago adopts, 8-27:56, 9-10:8
Chicago plan is taking hold, 10-22:40B
Defined as ads, 7-9:8
NAB takes dim view of family rows, 7-30:20
Partisan newspapers run neutral stations, Walker, 12-24:20
Research asked: Who's listening where?, Walker, 12-10:56
Sets are compatible but not witnesses, Walker, 10-15:44
Spot ads, attack on requires ammunition, Irvin, 9-10:28
Use urged in special promotion, 10-22:14
WGN anniversary, 7-23:14
WHAS sale off, 10-1:40
World Series for free?, Walker, 9-24:51
Ragsdale, Leroy, honored, 11-19:42
Raleigh (N.C.) News and Observer, shopping center has 22-page section, 11-26:53
Randolph, Elwood H., retires, 8-27:32
Randolph, Woodruff:
Hails Chicago victory, 10-29:11
Negotiates with N.Y. publishers, 12-10:6
Not much chance (editorial), 11-29:34
Policy ok'd, new grip on locals, Watson, 8-20:5
Rasmuson, N. Gunnar, retires from Logan daily, 8-6:39
Ratner, Victor M., leaves CBS, 9-17:44
Readability, Flesch, Markel, clash on theory, 9-10:13
Readership:
(editorial), 9-24:34
Centralia (Ill.) Evening Sentinel scores high, 8-20:39
Male, on increase, 7-2:14
Standard Steel Spring Co. ads high in, Brandenburg, 12-17:14
Readex report show big ads do big jobs, 9-3:43
Reagan, Allan, appointed by National Transitads, 12-3:38
Real estate page:
Awards for best, Brandenburg, 11-26:11
Editor's importance realized, Baumgarth, 10-15:51
Reed, Martin M.:
Chief production problem is personnel, Brandenburg, 11-19:11
To address NEA in Chicago, 11-5:26
Reed, Vergil, elected by Copy Research Council, 7-9:27
Reichler, Oxie, points up press shortcomings, 10-22:13
Reid, Ed, puts law on trail of mob, 12-31:45
Reid, Mrs. Ogden, cited for tolerance and fair hiring, 11-5:62
Reid, Ogden, marries, 7-16:34

Reid, Ogden Mills, estate goes to Foundation, 7-23:30
Reid Foundation, fellowships awarded, 12-24:23
Religion, Ellis, William T., feature writer for 52 years, 10-1:16
Reporters:
Appel, J. Phil, plugging at 73, Stag, 8-6:14
Attack on, brings fine, 7-16:38
Browning, Norma Lee, reportorial valor, 8-6:7
Bullets whiz past newsmen at coal mine, 10-29:43
Carmichael, W.F., Sr., crime reporter, Martin, 12-3:38
Chicago news assignments, Brandenburg, 8-20:7
Files protest after Shah interview, 11-26:52
Gambling, pile up scoop chips, Dragonetti, 8-13:6
Goodwin, Marjorie, crashes forestry beat, Frazier, 9-17:26
Gros, Bob, typewriterless newsman, Watson, 7-30:16
Kulsea, William, stirs Michigan tax collector, 7-30:46
Laurence, William L., makes plant hormone discovery, 8-20:4
Mason, W.H., reportorial valor, 8-6:6
McDonnell, Owen F., wins Phila. award, 11-5:26
Neumeier, Ed. J., cub gets murder confession, Watson, 7-23:9
Pony express epic capped by dramatic story, Watson, 8-13:7
Pooley, Edward M., reportorial valor, 8-6:7
Red trial, glad its over, Willens, 10-15:13
Reveal work behind payroll expose, Brandenburg, 8-27:24
St. Paul Pioneer Press to cover Denmark, 11-19:55
Research:
ANA "checklist" on, 10-15:4
ANPA, 6 fields described, Flint, 11-12:45
ARF, Council join in new ad, 7-16:60
Color process experiments at ANPA lab, 9-3:8
CSNR well established at 10th anniversary, 7-9:14
Duties of advertiser, agency defined, 7-9:19
Flint, C.M., tells progress and aims, Watson, 9-17:6
NAEA project on aid moves forward, 11-12:58
NAM urges rural, 11-19:58
NNPA lauds NAEA work, 12-17:46
FM, star failure, 7-2:20
Question of (editorial), 12-10:36
Radio, asked: Who's listening where?, Walker, 12-10:56
Retail Merchandising and Advertising Manual adds new features, 11-26:18
Reuters, expansion planned, 7-30:47
Reutlinger, Harry, 35 years on Herald-American, 8-13:28
Reynolds-Fitzgerald, Inc., opens Syracuse office, 11-26:54
Rheumatic fever played over polio, 9-10:51
Rhoades, Thomas P., to direct Hudson PR, 10-22:38
Rice Lake (Wis.) Chronotype 75th birthday edition, 10-1:36
Richards, Steve, in charge of PR for Buick, 10-15:43
Richmond (Va.) News Leader report, 9-17:52
Ringing out '49 with charity and cheer, 12-31:6
Ripley, Robert L., items sold, 9-3:37
Roberts, John C., ad director on St. Louis Star-Times, 9-17:26
Roche, Leo J., wins DAU prize, 8-27:48
Rochester (N.Y.) Daily Record, coverage expanded, 9-24:30
Rochester (N.Y.) Times-Union, museum collection on picture page, 12-24:31
Rock Hill (N.C.) Post chartered, 8-20:20
Rogers, Roy, is comic strip hero, McMaster, 12-3:40
Rogstad, Helen, makes pictures and cut also, 11-5:34
Roll grab, revolving, 9-10:38
Romulo, Carlos P., defends UN activities in press field, 9-24:59
Ronald, W.R. "Bill," honored, 11-19:53
Roosevelt, Franklin D., voted man having greatest impact, 12-31:11
Root, Robert, named editor of World-over Press, 10-22:38
Roscher, E.M., elected by Chicago Specials, 10-1:46
Ross, P.D., legacy to charity, 9-10:53
Ross, Stanley, edits Lake Charles daily, 9-10:22
Roxworthy, Thomas J., joins Howland firm, 10-15:12
Royal Oak (Mich.) Daily Tribune in same hands 30 years, 10-15:24
Royal Oak (Mich.) Tribune, 20-year club, 8-6:38
Ruark, Robert C., starts 4th year as human guinea pig, McMaster, 7-30:32
Rundle, Walter, refutes denial of story by U.S. chiefs, 9-17:55
Ruppert, Ray, revelations rock Utopia, 9-17:20
Russell, Fred, sports editor feted, 11-19:28
Russia:
Atomic bomb:
Stick around, might be a good story, 10-1:13
Tops biggest stories of '49, 12-10:57
Bars Joseph Newman, correspondent, 12-3:30
Bars return of U.S. correspondent, 11-12:53
Battle against "propaganda" renewed, 7-30:6
Soviet agents (editorial), 7-16:32
Tass Agency probed by Canada and England, 12-3:22
Ruttenber, Arwood K., publicity chief for N.Y. State, 7-23:12
Saba, Theodor, our ad knowledge exported to world, Collings, 10-1:48
St. Johns, Elaine, marries Ken Dare, 11-12:40
St. Louis Post-Dispatch:
Drops FM station, 11-5:62
Larger type, 11-26:46
St. Louis Star-Times:
Plans Year-End edition, 9-10:42
Roberts, John C., new ad director, 9-17:26
Two-desk system used, 12-17:54
St. Paul Pioneer Press:
Compiles book for centennial, 9-17:12
Reporter to cover Denmark, 11-19:55
25-year club, 8-6:14
St. Petersburg Evening Independent, sunshine offer 39 years old, 9-10:26
St. Petersburg Times, union pressmen out, 8-27:16
Salem (Ore.) Capital Journal, name-plate changed, 7-23:10
Salem (O.) News, plant memorial to Louis Brush, 10-1:22
Salesmen's qualifications, retail ad, listed, Hansen, 12-24:35
Salina (Kan.) Journal, adds Sunday edition, 11-12:55
San Bruno (Calif.) Herald:
Cooking school extended, 7-30:4
Reverts to weekly, 8-13:5
San Francisco Chronicle, chess column, 12-17:54
San Francisco Examiner, morgue service increasing, 9-17:26
San Francisco News, Golden Wedding Party, 12-10:38
San Francisco Press Club, pictures hung in, 12-31:20
San Jose (Calif.) Mercury Herald readers' quiz, 11-26:64
Sanburn, Richard L., to London for Southam newspapers, 8-13:22
Santa Fe New Mexican, centennial edition, 9-10:22
Sawyer, Charles, names advisory group on advertising, 9-17:60
Scandinavia, newswomen to visit, 11-19:50
Schenectady (N.Y.) Union-Star, PR department established, 8-20:40
Schirm, Albert, MS on Oil City (Pa.) daily, 8-13:54
Schmid, George, retires, 7-2:34
Schneider, Donald C., ordained as deacon, 10-22:40
Schrader, Paul, to attend Switzerland assembly, 9-3:38
Schuler, Anne, wins National Club award, 7-30:46
Science:
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